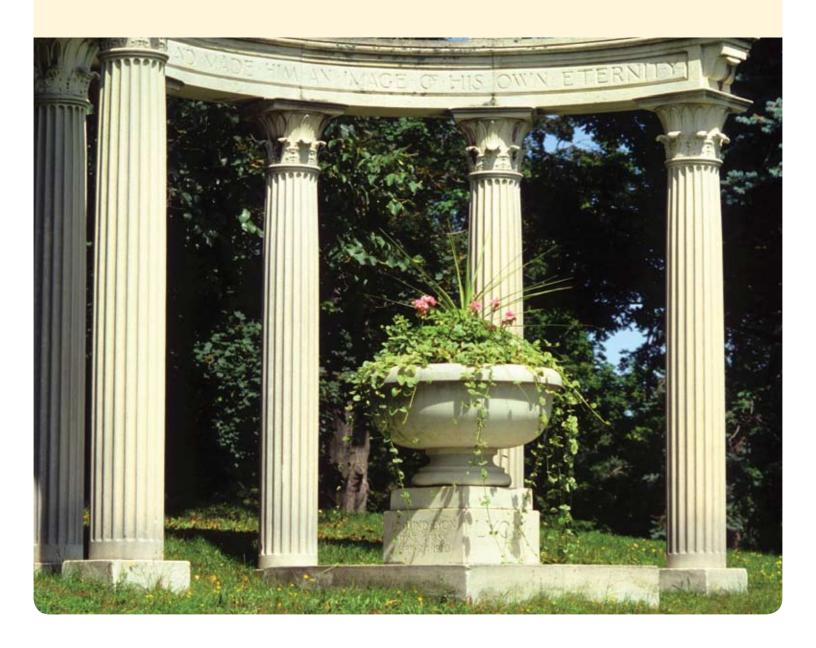
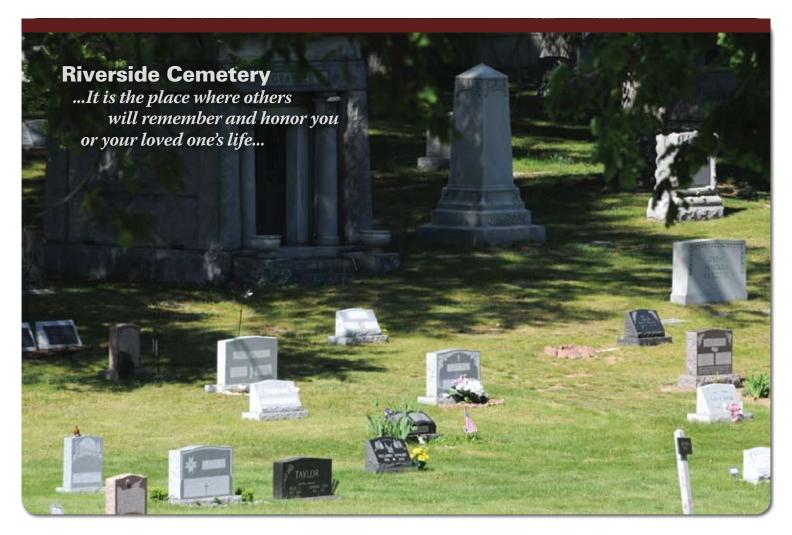






lanning for final arrangements, whether it is a cremation, traditional cemetery burial, mausoleum crypt or niche, there are important decisions that need to be made. Our well-trained staff is here to help you make arrangements—for a pre-planned or immediate need situation— specific to your family's special wishes.





With its rolling hills and natural beauty, Riverside Cemetery was designed to provide a serene landscape that is not only pleasing to the eye, but also conveys an assurance of permanence.

The Riverside Cemetery Association was formed in 1892 to facilitate the development of a cemetery in the northern part of the city. The original owners of Riverside had designed the park to be a natural arboretum and today Riverside has withstood the test of time.

Unique local legends and heroes are laid to rest within a horticultural dream, resplendent with untold varieties of trees, plants and flowers. There is also a large section of the cemetery dedicated to honor fallen war veterans. Even today, Riverside Cemetery's natural beauty and amenities are one of Rochester's best kept secrets.

Riverside Cemetery offers:

- 123 acres of rolling landscape
- Traditional ground burial
- Mausoleums
- Cremation options
- Walk of Peace Scattering Garden
- Waterfront property

- Veterans Section
- The new non-denominational Chapel of Peace Mausoleum offers families a dignified and convenient location for funeral services with indoor or outdoor reflection.



Silas Cornell, Mt. Hope is the resting place of many internationally known individuals.

Rochester City officials began planning a cemetery and purchased the land in 1836. Formed initially by glaciers, this cemetery has high hills, deep valleys, and winding eskers.

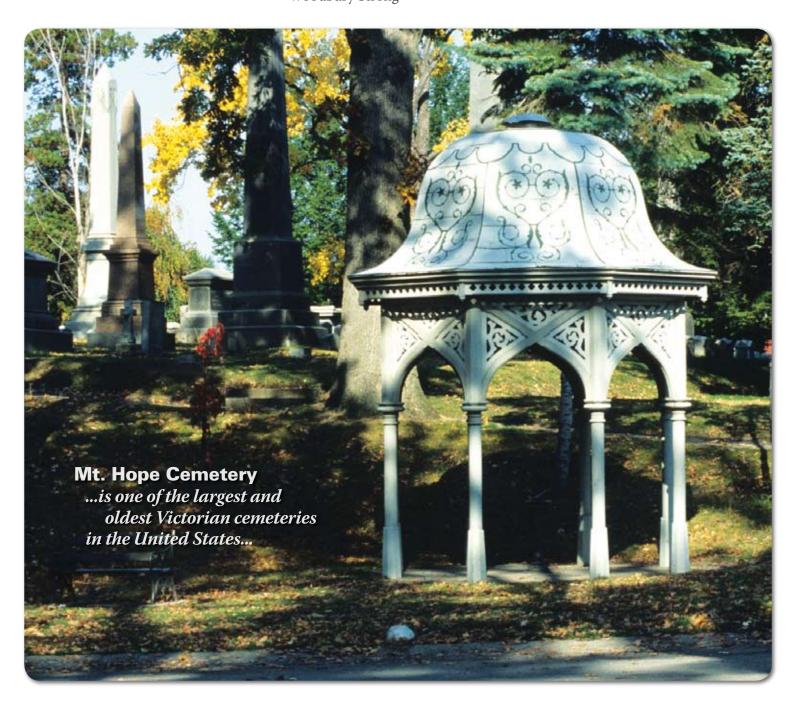
Mt. Hope Cemetery offers:

- 196 acres of forest landscape
- 14.5 miles of road

- Ground Burial
- Columbarium Niches
- Lawn Crypts
- Scattering Garden
- Cremation Services
- A few famous residents: Susan B. Anthony, Frederick Douglass, John Jacob Bausch & Henry Lomb, Hiram Sibley, Col. Nathaniel Rochester, Margaret Woodbury Strong

Each cemetery contains priceless pieces of art, rare horitcultural

specimens and breathtaking geological formations—all of which enhance visits, preserve a legacy, and help visitors enjoy a quiet day. Rochesterians from all walks of life have been laid to rest in Mt. Hope Cemetery since 1838. The Friends of Mt. Hope Cemetery offer tours each year from May to October.



Benefits of Prearrangements, Comparative Costs and Options

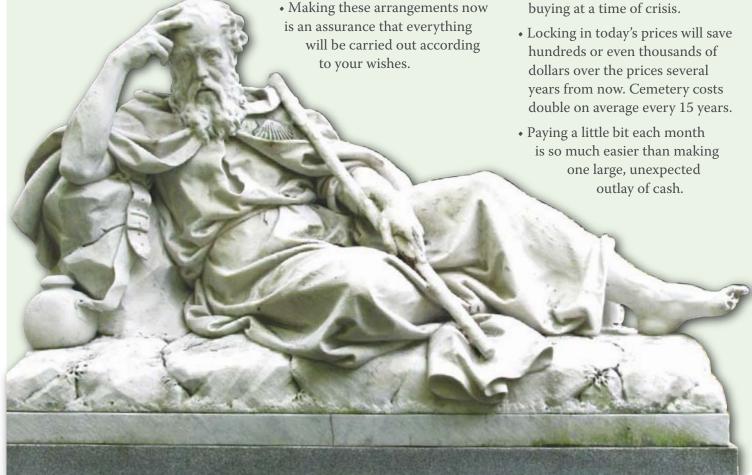
Why Should I Pre-Plan?

The death of a loved one is a tragedy every household experiences at one time or another. Most families will find themselves poorly prepared to deal with the problems, indecisions and costs that stem from this unexpected situation.

Benefits of prearrangement are:

- It will relieve your family and friends of financial and emotional burdens at this difficult time.
- You and your family will be able to make clear, well thought out decisions and arrangements, knowing your personal wishes are in place, providing everyone with peace of mind.
- Costs of cemetery property will be frozen at current prices.

- Budgeted payments for cemetery and funeral arrangements can be made out of current income if arrangements are made in advance. At the time of death, payment is traditionally made on a cash basis.
- Life insurance proceeds can be saved for the surviving family if prearrangement payments are made ahead of time, alleviating the financial burden to loved ones left behind.
- Making the decision together, now, means one of you will never have to do this alone at a time of sorrow and loss.
- Deciding for yourself means your children will never have to decide for you.
- Paying for these things yourself means no one else will ever have to pay for you.
- - Buying now, when you have time to compare prices and options, is so much more cost effective than buying at a time of crisis.



Examples of Prearrangement Plans



Riverside Cemetery Interest Free Payment Plans feature no interest or finance charges for up to 5 years.

• Single Gravesite Flat Marker Property

Gravesite Price \$675.00 Down Payment -\$100.00 Finance Balance \$575.00

Payment: \$25.00 per month for

23 months

Upright Monumented Property

Gravesite Price \$975.00

Down Payment -\$100.00

Finance Balance \$875.00

Payment: \$25.00 per month for

35 months

• Estate Lots (4 plot example)

Gravesite Price \$3900.00

Down Payment -\$900.00

Finance Balance \$3000.00

Payment: \$50.00 per month for

60 months

Ask us about our detailed mausoleum and cremation niche pricing. Above ground burial often is the best value.

Special Discount Offer Package for Preplanned

Arrangements: Buy a grave and purchase a memorial stone (from us) and receive 20% off the memorial stone. Ask for details.

Mt. Hope Cemetery Interest Free Payment Plans feature no interest or finance charges for up to 5 years.

• Single Gravesite

Sections of South Grove Ave.

Gravesite Price \$1,280.00
Down Payment -\$180.00
Finance Balance \$1,100.00

Payment: \$25.00 per month for

44 months

Sections of North Grove Ave.

Gravesite Price \$1,650.00

Down Payment -\$250.00

Finance Balance \$1,400.00

Payment: \$25.00 per month for

56 months

Ask us about additional premium sites that are still available.

Cremation is Only the Beginning

• Many people make the mistake of ending their pre-planning with cremation. Understanding that cremation is one step in the grieving and memorial process will allow you to plan accordingly. Our cemeteries are devoted to perpetual care. They will remain here for future generations to visit. We offer cremation urns, cremation niches above ground or in memorial benches, scattering and memorialization services, and ground burial with many memorial options. See one of our representatives to discuss our many options. Rest assured that you have made complete arrangements.



Cremations:

Adult \$220.00Child (less than 60") \$145.00

Coming in 2010: Family Room \$75/hr. Scattering of cremated remains in *Scattering Garden* included in cost of cremation. Scattering of cremated remains, cremated elsewhere, requires a recording fee. \$90.00

Scattering WallMemorialization: \$400.00



Three important cemetery decisions (median average cost) that are needed for any burial. Mausoleum entombment is available to all and in many instances at a cost that is comparable to traditional ground burial. No vaults are needed and a memorial is included in the cost.

Below Ground	Above Ground
Burial	Entombment
\$1,950	\$5,995
\$2,400	Not needed
\$2,000	Included
\$6,350	\$5,995
	\$1,950 \$2,400 \$2,000

Memorials

Zen Reasons to Purchase Memorial Directly from Us

- 1. Our cemetery is perpetual— it will always be in business.
- 2. We have trained staff that is familiar with your lot and its requirements.
- 3. There are no middlemen, because we purchase your memorial directly from the manufacturer.
- 4. Only the very best materials will be used for your memorial because we are committed to its appearance and to the upkeep of our park.
- 5. We have dealt with you during your time of loss, and we are familiar with your needs.
- 6. The additional income from your memorial purchase will be put into continued beautification of the park.
- 7. We have crews who are trained to handle your memorial placement efficiently. We are responsible if



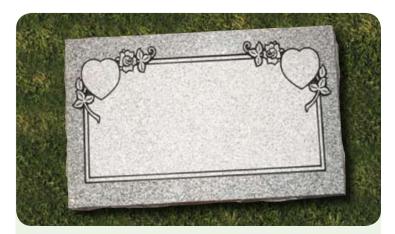
there is any damage in placement of memorials purchased through the cemetery.

- **8.** We can handle your future needs right here at our cemetery office.
- 9. We have assumed the responsibility of caring for your loved one's grave, so it's only natural that you should place your memorial under the same personal care and attention.
- **10.** We offer 0% interest when financing your memorial purchase.

We can help you choose the memorial that is right for you. Our pricing is all-inclusive, so foundation and installation fees are included. When comparing prices, ask the other dealers about additional fees.

Specific quotes for bronze or granite products are available upon request.

Memorial Styles and Pricing (Prices subject to change.)



Flat Grass Marker
Size: 2' X 1' Starting at \$695
Available in additional granite colors



Flat Grass Marker
Size: 3' X 1' Starting at \$895
Available in additional granite colors

Memorial Styles and Pricing



Single Slant Marker Size: 2' X 10" X 16"

Starting at \$895

Available in additional granite colors Engraving of names and dates, plus 1 carving included



Double Slant Marker Size: 3' X 10" X 16"

Starting at \$1,395

Available in additional granite colors Engraving of names and dates, plus 1 carving included



Single Upright Monuments

Size: 1' 6" X 6" X 2' St

Starting at \$1,295

Available in additional granite colors Engraving of names and dates, plus 1 carving included



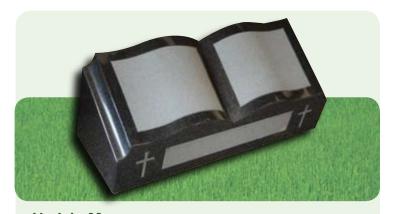
Double Upright Monuments

Size: 2' X 6" X 2' 2"

Starting at \$1,595

Available in additional granite colors

Engraving of names and dates, plus 1 carving included



Upright Monuments Size: 2'6" X 10" X 1'

Starting at \$800

Available in additional granite colors

Engraving costs: \$5 per letter



Bronze Mausoleum Vases Starting at \$99

Memorial Styles and Pricing



Single Bronze Marker Size: 2' X 1'

Starting at \$999



Double Bronze Marker

Size: 3' X 13"

Starting at \$1,799



Cremation Memorial Benches

Size: 4' Starting at \$3,210

Available in additional granite colors



Memorial Benches

Size: 4'

Starting at \$1,495

Available in additional granite colors



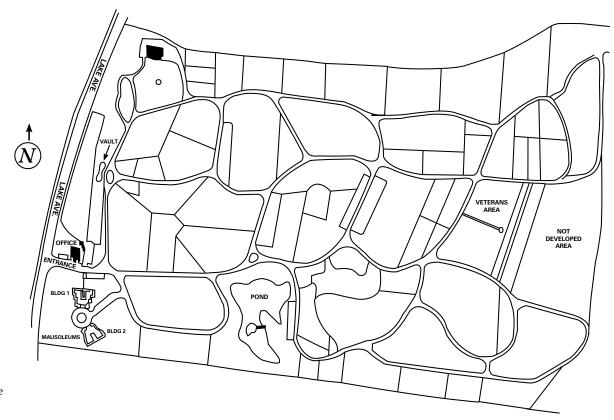
Bronze Grecian Cremation Urn Starting at \$300



Bronze Cremation Urn Starting at \$150

Riverside Cemetery Map

2650 Lake Avenue Rochester, NY 14612 585.428.7775



* Many areas still available

